

Message Text

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PAGE 01 RIO DE 02711 161900Z

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FM AMCONSUL RIO DE JANEIRO

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INFO AMEMBASSY BRASILIA

UNCLAS RIO DE JANEIRO 2711

FROM EMBASSY COMMERCIAL COUNSELOR

E. O. 11652: N/A

TAGS: BEXP, BENC, BR

SUBJ: COMPETITOR NATIONA EXPORT EXPANSION PROGRAMS

REF.: STATE A-1483; RIO DE JANEIRO A-41

1. MATERIAL FORWARDED AS ATTACHMENT A TO STATE A-1483 IS STILL VALID. EXPORT PROMOTION EXPENDITURE FIGURES PER GEOGRAPHIC AREA WOULD BE EXTREMELY DIFFICULT TO OBTAIN BECAUSE UNDER BRAZIL'S DECENTRALIZED SYSTEM OF EXPORT PROMOTION STATE ORGANIZATIONS COLLABORATE WITH THE FEDERAL EFFORT.

2. SUGGEST THAT UPDATE INCLUDE REFERENCE TO RECENT INNOVATION IN BRAZILIAN EXPORT PROMOTION PROGRAM RELATING TO EXPORT OF SERVICES. LAST FEBRUARY PETROBRAS REORGANIZED TO TRADING ROLE OF ITS SUBSIDIARY BRASPETRO INTO A NEW FULLY STATE-OWNED (I.E. PETROBRAS) TRADING COMPANY CALLED INTERBRAS (SEE RIO A-41). TWO MONTHS AGO INTERBRAS SET UP A SERVICES DEPARTMENT TO OPEN NEW MARKETS FOR THE EXPORT OF BRAZILIAN SERVICES - PRINCIPALLY ENGINEERING AND CONSTRUCTION SERVICES. THE SERVICES DEPARTMENT, HEADED BY A PETROBRAS ENGINEER WHOSE SPECIALTY IS PIPELINES, CAN CALL ON ALL OTHER DEPARTMENTS OF THE INTERBRAS TRADING COMPANY TO MOBILIZE SUPPORT FOR THE INVOLVEMENT OF BRAZILIAN ENGINEERING AND CONSTRUCTION COMPANIES IN CAPITAL PROJECTS OVERSEAS. WHILE BARTER DEALS ARE NOT THE OBJECTIVE OF THE NEW

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SERVICES DEPARTMENT, THEY WILL CERTAINLY BE FACILITATED BY THE

INTERBRAS TRADING COMPANY AND CAN BE USEFUL MARKETING
MECHANISM IN THE DEVELOPING WORLD WHERE BRAZILIAN ENGINEERING
AND CONSTRUCTION HOPE TO MAKE AN IMPACT. PRIMARY MARKETS ARE
THE OIL-PRODUCING COUNTRIES FOLLOWED BY COUNTRIES IN
SOUTH AMERICA AND AFRICA. FYI INTERBRAS SERVICES DEPARTMENT
IS CURRENTLY INVOLVED IN THE FOLLOWING PROJECTS: RAILWA IN
NEGERIA (BRAZIL'S \$1 BILLION BID IS CURRENTLY IN FINAL
EVALUATION STAGE), HYDROELECTRIC PROJECT IN SURINAM,
HIGHWAY AND PIPELINE PROJECTS IN ECUADOR, 900 KILOMETERS
TRANSMISSION LINE IN NEGERIA AND SUGAR MILLS IN VENEZUELA.
END FYI.
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